

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
 Planning Division
 Madison Municipal Building, Suite 017
 215 Martin Luther King, Jr. Blvd.
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
 Date received _____
 Received by _____ **10/20/20** **RECEIVED**
 9:41 a.m.
 Aldermanic District _____
 Zoning District _____
 Urban Design District _____
 Submittal reviewed by _____
 Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 2526 Monroe Street, Madison WI 53711
 Title: Lauer Realty Group, Inc

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 12/2/2020
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

<input type="checkbox"/> Project in an Urban Design District <input type="checkbox"/> Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) <input type="checkbox"/> Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) <input type="checkbox"/> Planned Development (PD) <input type="checkbox"/> General Development Plan (GDP) <input type="checkbox"/> Specific Implementation Plan (SIP) <input type="checkbox"/> Planned Multi-Use Site or Residential Building Complex	<p>Signage</p> <input type="checkbox"/> Comprehensive Design Review (CDR) <input type="checkbox"/> Signage Variance (i.e. modification of signage height, area, and setback) <input checked="" type="checkbox"/> Signage Exception <p>Other</p> <input type="checkbox"/> Please specify _____
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4. Applicant, Agent, and Property Owner Information

<p>Applicant name <u>Liz Lauer</u> Street address <u>2526 Monroe Street</u> Telephone <u>608-444-5725</u></p> <p>Project contact person <u>Liz Lauer</u> Street address <u>2526 Monroe Street</u> Telephone <u>608-444-5725</u></p> <p>Property owner (if not applicant) _____ Street address _____ Telephone _____</p>	<p>Company <u>Lauer Realty Group</u> City/State/Zip <u>Madison WI 53711</u> Email <u>Liz@LauerRealtyGroup.com</u></p> <p>Company <u>Lauer Realty Group</u> City/State/Zip <u>Madison WI 53711</u> Email <u>Liz@LauerRealtyGroup.com</u></p> <p>City/State/Zip _____ Email _____</p>
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5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans (Refer to checklist on Page 4 for plan details)
- Filing fee
- Electronic Submittal*
- Notification to the District Alder
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Chrissy Thiele & Juane Graeser on 10/12/2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Elizabeth Laner Relationship to property Owner
 Authorizing signature of property owner [Signature] Date _____

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

10/20/2020

Re: Letter of Intent, UDC Final Approval of Side Signage at 2526 Monroe Street

To whom it may concern,

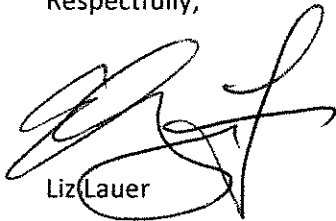
My firm is in the process of opening a 2nd office in the Madison area on Monroe Street and are asking the UDC for final approval of a "side wall" sign on our building. The front sign in the packet meets the City requirements and has approval, we would like to keep the consistency with our brand and have our clients easily find our Monroe Street location by have a similar sign on the side that faces east along the Monroe Street corridor.

Currently there is conduit and abandoned electrical wires on both the front and side of the building. We are remodeling the interior of the building and all exterior conduit and old electrical will be removed prior to installing the new signs.

The signs will be tight to the building envelope and backlight to eliminate illuminating the sky or causing excessive refraction. Included are evening pictures of current backlight signs and daytime photos of our Atwood Avenue location that have the same sign and lighting detail in daytime and in evening.

Along the Monroe Street corridor there are several examples of businesses that have signage on the side of their buildings of similar scale and not meeting the initial City approvals that are quite tasteful and help an area of small businesses be seen and have a presence in the neighborhoods they serve. This signage is paramount for small businesses survival in today's fast paced marketplace. Include are examples of the neighboring businesses exteriors & signs.

Respectfully,

A handwritten signature in black ink, appearing to read 'Liz Lauer', written over a circular stamp or watermark.

Owner of Lauer Realty Group, Inc

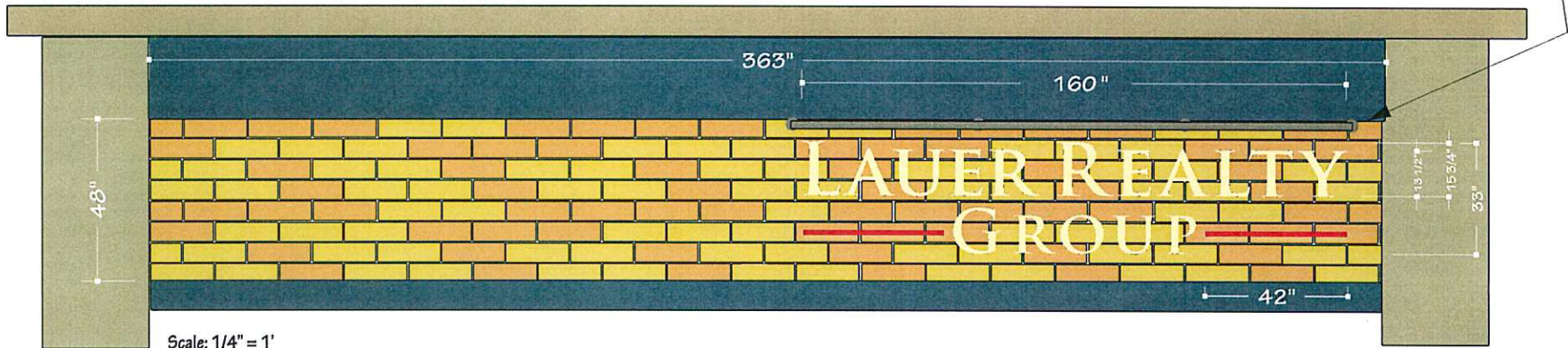
LAUER REALTY GROUP

#1 Sign

Building Front signable space/area = 121 Sq. Ft. Sign Sq. Ft. = 160" x 33" 36.5 Sq.Ft.

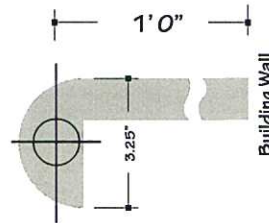
* White LED aluminum extruded light fixture assembly; LED: Lumens = 280, painted to match brick exterior color.

** light fixture size TBD by Mike



Job Detail:

15.75 high x 106" wide,
1/2" thick, non-illuminated dimensional
letters mounted to aluminum rails.
Rails are painted to match approx.
brick background color. Letters to
be painted beige color and flanking lines
to be painted red color.

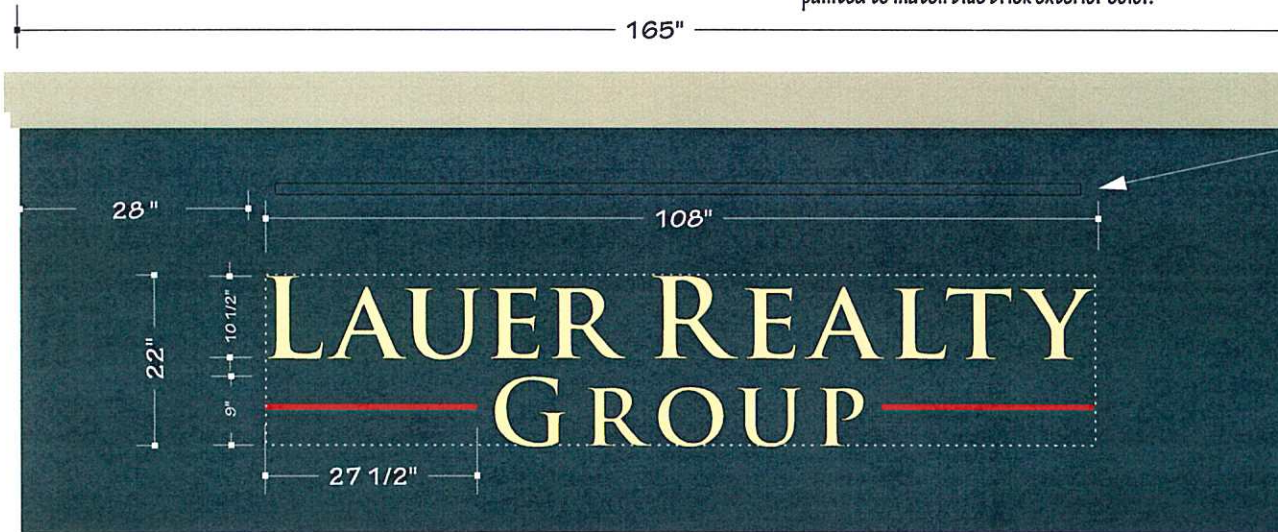


*Light Fixture Side Detail:
13' x 3.25", aluminum
extruded fixture assembly.



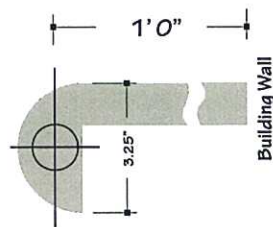
LAUER REALTY GROUP

* White LED aluminum extruded light fixture assembly; LED: Lumens = 280, painted to match blue brick exterior color.



Job Detail:

Acrylic dimensional letters 10.5" high x 108" wide, 1/2" thick, non-illuminated mounted to aluminum rails. Rails are painted to match approx. dark navy blue wall background. Letters to be painted beige color and flanking lines to be painted red color.



*Light Fixture Side Detail:
13' x 3.25", aluminum extruded fixture assembly. Approx. placement 1' above top letter row.

Scale: 1/2" = 1'



Building side dimensions are 17' high by 13' 9" wide.



Customer: Lauer Realty Grp
Street: Madison
City: Madison

Date: 7/13/20
Acct. Rep: Greg

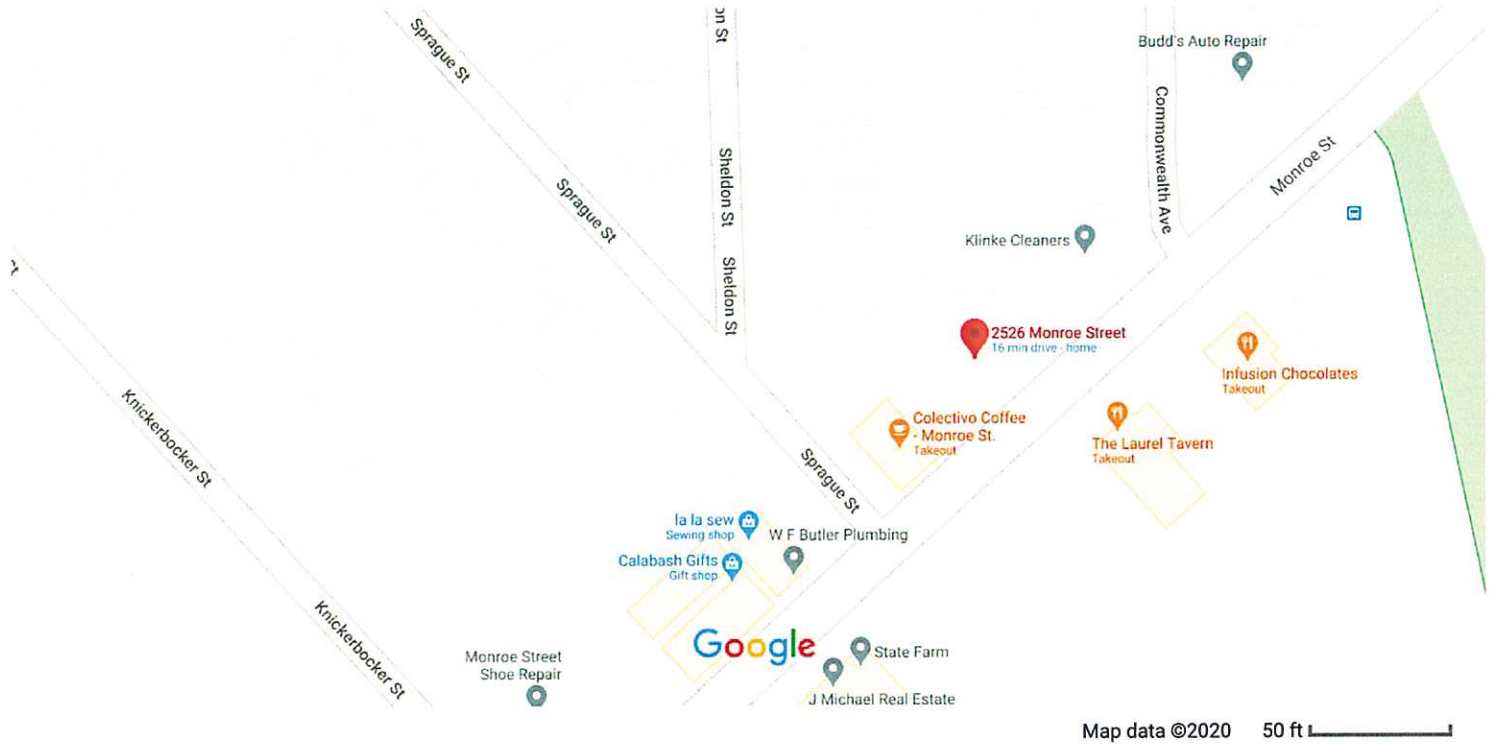
Designer: Greg
Drawing No.
Revision
Scale:

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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Google Maps 2526 Monroe St



2526 Monroe St

Madison, WI 53711
Building



Directions



Save



Nearby



Send to your phone



Share



You visited yesterday

Photos









City of Madison, WI
BUILDING INSPECTION
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703
(608) 266-4555
Welcome

105107-0038 BI Zoning 10/14/2020 10:38AM

MISCELLANEOUS

LAND USE REVIEW FEE
(60049)

2020 Item: 60049

1.0 @ 300.00

LAND USE REVIEW FEE
(60049)

300.00

300.00

Subtotal

300.00

Total

300.00

MC/VISA BI

300.00

Visa *****1227

Ref=141020A42-21A8AE37-F58A-490A-BD5F-1A74
7F9BDCC2

Auth=05197G

Change due

0.00

Paid by: Nina Lebwohl

Signature: _____